TABLE #1

RETAIL PRICE TRACKING SUMMARY (WITH IN STORE COUPONS)
1050 STORE SAMPLE - ALL OUTLETS
NOVEMBER 30,1992

	CARTON			PACK		
	CURRENT PRICE	CHANGE VS 11/9	CHANGE VS 6/8	CURRENT PRICE	CHANGE VS 11/9	CHANGE VS 6/8
MARLBORO	$18.54	$0.39	$0.93	$2.15	$0.03	$0.09
BRANDED GENERIC	$13.75	$0.22	($0.28)	$1.62	$0.03	($0.03)
SUB GENERICS	$13.58	$0.32	$0.23	$1.58	$0.03	$0.03
CAMBRIDGE	$13.80	$0.21	($0.34)	$1.64	$0.02	($0.04)
DORAL	$13.60	$0.23	($0.23)	$1.59	$0.04	($0.02)
MAGNA/STERLING	$13.15	$0.34	$0.35	$1.53	$0.05	$0.07
BASE SUB GENERICS*	$13.27	$0.29	$0.23	$1.56	$0.03	$0.04
RALEIGH EXTRA	$13.26	$0.35	$0.48	$1.55	$0.04	$0.05
BLACK & WHITE/PL	$10.79	$0.19	($0.18)	$1.22	$0.01	($0.05)
BG GAP	$4.79	$0.17	$1.21	$0.53	$0.00	$0.12
SG GAP	$4.96	$0.07	$0.70	$0.57	$0.00	$0.06
BW GAP	$7.75	$0.20	$1.11	$0.93	$0.02	$0.14
CMB/BASE SG GAP	$0.53	($0.08)	($0.57)	$0.08	($0.01)	($0.08)
DRL/BASE SG GAP	$0.33	($0.06)	($0.46)	$0.03	$0.01	($0.06)
MAG&STER/BASE SG GAP	($0.12)	$0.05	$0.12	($0.03)	$0.02	$0.03
RAL/BWPL GAP	$2.47	$0.16	$0.66	$0.33	$0.03	$0.10
SAME STORE GAPS						
BG GAP	$4.62	$0.13	$1.20	$0.52	$0.01	$0.12
SG GAP	$4.76	$0.07	$0.72	$0.56	$0.00	$0.06
BW GAP	$7.60	$0.20	$1.26	$0.92	$0.03	$0.16

*BASE SUB GENERICS:BRISTOL,MONTCLAIR,BULL DURHAM,STYLE,PYRAMID,MISTY

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Source: https://www.industrydocuments.ucsf.edu/docs/ngxm0004